



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

And:

Strategic Media - DC
3299 K St NW
Suite 200
Washington, DC 20007

CONTRACT

Contract / Revision 904066 /	Alt Order # 06120492	
<u>Product</u>		
<u>Issue</u>		
<u>Contract Dates</u> 10/10/12 - 10/16/12	<u>Estimate #</u> NRSC 2012	
<u>Advertiser</u> NRSC National Republican Senate Comm		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9912521	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 14	KOAT	10/13/12	10/13/12	Sa A7N Balloon Fiesta	6-9a		:30			NM	1	\$625.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -----1-		<u>Spots/Week</u> 1	<u>Rate</u> \$625.00					
E 17	KOAT	10/14/12	10/14/12	A7N LTM Sun 5am	5-6a		:30			NM	1	\$350.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -----1		<u>Spots/Week</u> 1	<u>Rate</u> \$350.00					
E 18	KOAT	10/14/12	10/14/12	Su A7N Balloon Fiesta	6-9A		:30			NM	1	\$850.00
		<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> -----1		<u>Spots/Week</u> 1	<u>Rate</u> \$850.00					
Totals											67	\$64,525.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/16/12	67	\$64,525.00	\$54,846.25	\$3,839.24	\$58,685.49
Totals	67	\$64,525.00	\$54,846.25	\$3,839.24	\$58,685.49

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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CONTRACT

Product	Contract / Revision	Alt Order #
	904068 /	06120487
<u>Issue</u>		
Contract Dates	Estimate #	
10/03/12 - 10/09/12	NRSC 2012	
Advertiser	Original Date / Revision	
NRSC National Republican Senate Comm	08/17/12	/ 08/17/12
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KOAT	Mary Tricoli	HRP - Washington
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
IDB#	Advertiser Code	Product Code
9912521		
Agency Ref	Advertiser Ref	

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
											NM	
N 14	KOAT	10/06/12	10/06/12	Sa A7N Balloon Fiesta	6-9a		:30				1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----1-					\$625.00			
E 17	KOAT	10/07/12	10/07/12	A7N LTM Sun 5am	5-6a		:30				1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----1					\$350.00			
E 18	KOAT	10/07/12	10/07/12	Su A7N Balloon Fiesta	6-9A		:30				1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----1					\$850.00			
Totals											66	\$61,850.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/09/12	66	\$61,850.00	\$52,572.50	\$3,680.08	\$56,252.58
Totals	66	\$61,850.00	\$52,572.50	\$3,680.08	\$56,252.58

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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